**AUDIENCE RESEARCH TASK**

The AS specification asks that “*learners should have knowledge and understanding of Assassin's Creed III: Liberation as a contemporary action adventure game in terms of the relevant video games industry and* ***audience issues*** *it illustrates”.* This means that it is important to; evaluate who the audience for the game and franchise is; consider the appeal of the game to its audience(s); apply audience theory to the text. Please complete the following tasks -

**Audience Appeal**

How was the game received by critics*? Use extracts from reviews as evidence.*

How was the game received by the public? *Investigate on games forums, Amazon user reviews for evidence.*

**Demographics/Psychographics**

*Who is Assassin’s Creed - Liberation’s target audience – does it differ from other titles within the franchise?*

*What enjoyment might this audience gain from ACL?*

*Have there been any controversies about ACL or the Assassins Creed franchise?*